

2016 Annual Marketing Plan Calendar

	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Advertising												
Print ads/Digital ads: Other issues TBD. Digital advertising TBD	Municipal Sewer & Water	Coatings Pro	Water & Wastes Digest	Municipal Sewer & Water	Coatings Pro	Trenchless Tech	Coatings Pro		Municipal Sewer & Water	Municipal Sewer & Water	Coatings Pro	Water & Wastes Digest
	Water & Wastes Digest	Trenchless Tech	Trenchless Tech		Pumps & Systems		Pumps & Systems		Water & Wastes Digest	Water & Wastes Digest	UCT	UCT
	UCT Show Issue				UCT		UCT		Pumps & Systems			
									Trenchless Tech			
									UCT			
Tradeshows												
Shows w/out dates: OH AWWA, 3 Rivers, FL AWWA, CA-NV AWWA	SSPC January 19-21	HWEA February 3-4	LA Conf March 14-18	Ok Rural Water April 12	AR WWWEA May 1-4	TX Water Board June 23-26	KY/TN WPA July 17-20	Energy Expo Aug 17-18	Water Jam Sept 12-15	3 Rivers Oct 7-8	EPSCOA Nov 18	
	WEAT January 26-27	UCT February 3-4	EPWCOA March 16	TX AWWA April 19-22	OK WEA May 2		S. Texas Oil July 27-28		Ohio AWWA Sept 14-16	SWAWWA Oct 23-25	FL AWWA Nov 27-Dec 1	
		CO Rural Water February 9	No Dig March 21-23	FWRC April 24-26	AZ Water Conf May 11-13				EPWCOA Sept 16	Canada W&WW Oct 25-28		
		NASCCO February 10-12		CWEA April 27-38	Trenchless Canada May 18-19				WEFTEC Sept 24-28			
		WWETT February 18-20			EPWCOA May 20							
Direct Marketing												
Email newsletters	CA		CA		CA		CA		CA			CA
Direct mail/email blast	UCT		No Dig-	Texas AWWA; FWRC; CWEA	CA Summit				WEFTEC			
Collateral												
Brochure	TBD; 505, 506, 410 hcr, ap 90, 175											
Sell sheets												
Promotional items												
Video/photography	TBD											
Translation	505, 506, 410, 175, AP 90											

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Public Relations												
Press releases	505/506	410 HCR	175	AP 90	AF Series	TBD	TBD	TBD	TBD	TBD	TBD	TBD
Editorials - TBD unless noted	Municipal Sewer & Water	Pumps & Systems		Pumps & Systems		Pumps & Systems; Municipal Sewer & Water			Coatings Pro - Webshots	Trenchless Tech - Projects of the Year	WWD - Ref Guide	WWD - Top Projects
Case Studies	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD
Social Media - TO BE UPDATED Dec 2015												
Facebook												
LinkedIn												
Instagram												
Twitter												
YouTube												
Website - will coordinate with Product Launches, Social Media, Tradeshow, Advertising												
Content/landing page												
SEO campaign												
Mobile website	Optimize		Optimize			Optimize			Optimize		Optimize	